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## **IMN Enhances Loyalty Driver with Customizable e-Coupons and Concierge Content**

*IMN Real Coupons™ and Concierge lifestyle content help dealerships net more e-newsletter readers and increase vehicle sales and service appointments*

Waltham, MA – (January 22, 2008) IMN, provider of Loyalty Driver, the fully managed e-newsletter service for automotive dealerships, announced today the introduction of Real Coupons and Concierge Content to their e-newsletter service. Real Coupons are customizable template e-coupons that enable dealerships to email professionally designed coupons to customers and prospects. Concierge Content is the first offering of IMN's specialized content or brand-specific content, designed to appeal to the interests of the dealerships' target demographic. Concierge Content consists of lifestyle articles about upscale travel destinations that are targeted for inclusion in luxury vehicle brand e-newsletters. Both enhancements help dealerships to grow their e-newsletter reader base and increase sales in service, parts and vehicles.

With Real Coupons, dealerships are able to select from a family of e-coupon templates that include: cleaning and detailing specials, oil filter change specials, scheduled maintenance service and savings on a new or used vehicle, among others. Dealerships can decide to use the templates and content provided or they can modify the content to better reach their target audience. Dealerships can also upload actual vehicle pictures, as well as Buy Signal™ buttons, into the templates to help drive additional revenue through increased test drives and service appointments. There are currently 17 Real Coupon templates available through IMN, with additional coupons planned for later in the year.

Concierge Content consists of informative, engaging articles about upscale travel destinations and luxury vacations worldwide. While targeted for inclusion in luxury vehicle brand Loyalty Driver e-newsletters, Concierge Content is available for all dealership e-newsletters. The ability to include a link to a full-motion vehicle video or vehicle lifestyle image next to the Concierge Content helps reinforce the luxury brand image.

"We're very pleased with the customer response to Real Coupons and Concierge Content," says Tim Kraemer, General Sales Manager for Lexus of Wayzata. "Our customers like the professional appearance of the Real Coupons, and the high rate of click-throughs that we've seen for the Concierge articles proves that the upscale content is attracting and retaining our readers."

"Since Real Coupons debuted, we've seen a 40 percent increase in customers clicking on the 'printer friendly' coupon versions, and dealerships using Concierge Content are reporting a very high readership rate," said Brian Epro, Director Automotive Services Group, IMN. "These

results translate into more customers engaging with e-newsletters, leading to more sales for all of a dealership's profit centers."

About IMN:

IMN specializes in providing e-communications services that enable companies to communicate to their customers using content-driven e-newsletters, HTML email, micro-sites, and blogs, which are designed to drive measurable brand impact and product visibility, leads and sales. In 2005 IMN launched the Auto Services Group with its flagship product, IMN Loyalty Driver™, a fully managed e-newsletter that allows auto dealerships to communicate with their customers via multi-media capable email and e-newsletters for increased customer loyalty and new business in vehicles, services and parts. With a unique content-driven approach that grabs reader attention while promoting a dealership's brand and generating product visibility and leads, Loyalty Driver is used by over 700 auto dealers nationwide. IMN serves customers worldwide and is headquartered in Waltham, MA. Additional information can be found at [www.imnloyaltydriver.com](http://www.imnloyaltydriver.com) or by calling 1-866-964-NEWS.

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